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Top Aides at Simon and Schuster Hired by Knopf

By HENRY RAYMONT

Simon and Schuster, the publishing house, has lost three key executives to Alfred A. Knopf, a subsidiary of Random House.

They are Anthony Schulte, associate publisher; Robert Gottlieb, editor in chief, and Nina Bourne, vice president in charge of advertising.

The move, a dramatic one in the publishing world, was confirmed yesterday by Peter Schwed, publisher of Simon & Schuster, and by Robert Bernstein, Random House's president.

They said that Mr. Gottlieb would leave sometime next month, depending on when he completes work on Simon and Schuster's spring list. Mr. Schulte and Miss Bourne may stay for a month or two.

Mr. Schwed said that the three executives had informed him of their decision this week and that they suggested Knopf, as part of Random House and the Radio Corporation of America, offered them "wider professional opportunities." He said he agreed on the wisdom of the change.

"I have worked with them in complete harmony and with the highest regard for their ability for over a decade. This is the friendliest divorce possible."

Shaping Best Sellers

Mr. Gottlieb, one of the best-known young editors in the trade, has been with Simon and Schuster for 12 years and had worked closely with Mr. Schulte, an administrator, and Miss Bourne, a leading advertising copy writer who began her association with the publishing house 29 years ago. Together they have shaped such best sellers as Joseph Heller's "Catch-22," Robert Creighton's "The Secret of Santa Victoria" and Chaim Potok's "The Chosen."

Mr. Gottlieb said yesterday that his years at Simon and Schuster have been "fantastically happy" and that he considered Mr. Schwed "a valued friend" but that lately he had begun to feel a need for "new incentives" and "more opportunity."

Through a mutual friend, Mr. Gottlieb's feelings were conveyed to Mr. Bernstein, who

Gottlieb, Chief Editor, Leaving With Anthony Schulte and Nina Bourne

had been sales manager at Simon and Schuster before joining Random House 10 years ago. At that time Mr. Bernstein also learned that Mr. Schulte and Miss Bourne were having similar thoughts.

"We never intended to stage a raid," Mr. Bernstein said yesterday. "But when we heard that Mr. Gottlieb, Tony Schulte and Miss Bourne were contemplating a change we naturally became extremely interested. They are a highly talented team and we felt certain they would add new strength to our imprints."

At a luncheon last month Mr. Bernstein and Bennet A. Cerf, chairman of the board of Random House, made Mr. Gottlieb an offer.

"It was just too attractive an offer to turn down," the 36-year-old editor commented yesterday. "Ever since I was in college Alfred A. Knopf was the most exciting name in publishing. When I was told I would have an opportunity to revitalize Knopf together with Random House, what more could I ask for?"

Mr. Knopf Not Involved

Alfred A. Knopf, now 75 years old and board chairman of one of the nation's most celebrated publishers of quality writing, said he had not participated in the negotiations to hire Mr. Gottlieb and his associates.

"Oh, I'm very glad indeed to have them as part of our organization," Mr. Knopf said. "But I had no part in the negotiations and I don't know anything more than what I hear."

Mr. Cerf said: "Getting this champion team is a red letter day for us. Getting any one of them would have been a coup for us. But they're coming in as a unit and they will be in complete control of their editorial operation."

Mr. Cerf said that the new executives would not displace anybody in Knopf's administrative structure, which is headed by William A. Koshland, president. The chairman of the

executive committee is Joseph C. Lesser, and Angus Cameron is senior editor.

Since its merger with Random House in 1960, Knopf has continued to bring European and Latin-American writers increasingly into American book stores. Jean Largeguy, the French novelist, and Gilberto Freyre, the Brazilian anthropologist, are Knopf authors.

Mr. Gottlieb has concentrated on young writers, among them the novelists Edna O'Brien, Doris Lessing, Rona Jaffe and Bruce Jay Friedman.

May Receive Stock Options

Asked if he expected his authors to follow him to Knopf, Mr. Gottlieb said: "I imagine that is generally what happens when an editor leaves, depending on their contractual arrangement. What will be will be, I guess."

Mr. Gottlieb declined to discuss his present or future salary. It is understood, however, that he has been offered R.C.A. stock options in addition to his salary as editor in chief at Knopf.

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